

REP HEADLINE# 6296520 TRF# E:120827 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP SEP4/12 15.53
 CHANGES ** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/U/PRE/US REP. # OFF. # SALESMAN #
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6296520 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP4/12 15.53

REP: REVISIONS
 REVISED RATES LINES
 7,8,10,11,15-18,25,26,29,30,33,36,37,40,41,50,51,60,61,65,66,70-73,76,80,8
 1,85,86,88-90
 REV TTL \$203,005 @263X
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MEGHAN

CON CM OBAMA FOR AMERICA

[Handwritten signature]

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 1536

✓	R		500A-530A	30		\$150.00	9/12	9/14	1		W-F	1
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PROGRAM : NEWS TODAY
 CON COM1 : NEWS TODAY

✓	R		500A-530A	30		\$150.00	9/18	9/28	1		TU-F	2
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PROGRAM : NEWS TODAY
 CON COM1 : NEWS TODAY

9/6/12 FCC (5)

REP HEADLINE# 6296520 TRF# E:120827
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP4/12 15.53
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16		R	530A-600A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$250.00	9/12	9/14	1		W-F	1
17		R	530A-600A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$250.00	9/18	9/28	1		TU-F	2
15		R	600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$1,450.00	9/18	9/28	2		TU-F	4
16		R	600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$1,450.00	10/1	10/1	1		MON	1
17		R	700A-900A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$900.00	9/4	9/6	1		TU-TH	1
18		R	700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/7	9/7	1		FRI	1
15		R	900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$550.00	9/18	9/28	2		TU-F	4
16		R	900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$550.00	10/1	10/1	1		MON	1
18		R	1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$160.00	9/18	9/28	2		TU-F	4

added 9/4 @ \$1500

FAX# 703-516-9680
SEP4/12 15.53
HARRIS REPORT FROM REP
*** WFLA-TV ***
CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30	R		1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$160.00	10/1	10/1	1		MON	1
31	R		1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$160.00	9/18	9/28	2		TU-F	4
32	R		1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$200.00	9/18	9/28	2		TU-F	4
33	R		1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$200.00	10/1	10/1	1		MON	1
34	R		100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$400.00	9/18	9/28	2		TU-F	4
35	R		100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$400.00	10/1	10/1	1		MON	1
36	R		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/18	9/28	2		TU-F	4
37	R		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/1	10/1	1		MON	1
38	R		500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$900.00	9/18	9/28	4		TU-F	8

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP4/12 15.53
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
✓ 1		R	500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$900.00	10/1	10/1	1		MON	1
✓ 45		R	530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$900.00	9/18	9/28	4		TU-F	8
✓ 1		R	530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$900.00	10/1	10/1	1		MON	1
✓ 10		R	600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$1,200.00	9/18	9/28	2		TU-F	4
✓ 1		R	600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$1,200.00	10/1	10/1	1		MON	1
✓ 1		R	630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$2,000.00	9/10	9/10	1		MON	1
✓ 13		R	630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	9/18	9/28	1		TU-F	2
✓ 16		R	700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$1,000.00	9/18	9/28	1		TU-F	2
✓ 10		R	730P-800P PROGRAM : ET CON COM1: ET	30		\$1,000.00	9/18	9/28	2		TU-F	4

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 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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✓	R		730P-800P	30		\$1,000.00	10/1	10/1	1		MON	1
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PROGRAM : ET												
CON COM1: ET												

✓	*		1100P-1135P	30		\$1,250.00	9/18	9/29	3		TU-SA	6
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PROGRAM : NEWS 11P												
CON COM1: NEWS 11P												

✓	R		1100P-1135P	30		\$1,250.00	10/1	10/1	1		MON	1
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PROGRAM : NEWS 11P												
CON COM1: NEWS 11P												

✓	R		1135P-1237A	30		\$650.00	9/12	9/14	1		W-F	1
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PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												

✓	R		1135P-1237A	30		\$1,300.00	9/18	9/28	2		TU-F	4
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PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												

✓	R		1135P-1237A	30		\$650.00	10/1	10/1	1		MON	1
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PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												

SEP/12	191195.00	OCT/12	11810.00									
				CONTRACT TOTAL 203005.00								
				TOTAL SPOTS 263								

MARKET TOTALS	\$731,523	WFLA 22%	WFTS 19%	WTSP 23%	WTVT 26%	WTOG 1%	WTTA 2%	WMOR 1%				
		WMOX 0%	WXPX 0%	WWSB 6%	CABL 0%							

SHARES ESTIMATED

SVC- NSI BOOKS- SEP/PJ
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 759 Issue 3



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 198305	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-Th, Su 430a News .TWT...	02	65	30 Comme	Nbr of Spots 3					3	195
2	M-Th, Su 430a NewsS	06	25	30 Comme	Nbr of Spots 1					1	25
5	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots 1				1	1	25
6	M-F 5a News ...F..	06	75	30 Comme	Nbr of Spots 1					1	75
9	M-F 530a News ...F..	06	125	30 Comme	Nbr of Spots 1					1	125
12	M-F 6a News .TWT...	02	1000	30 Comme	Nbr of Spots 1					1	1000
13	M-F 6a News ...F..	06	325	30 Comme	Nbr of Spots 1					1	325
17	M-F 7a Today Show .TWT...	02	1500	30 Comme	Nbr of Spots 1					1	1500
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5000
Closed PR					2	1		7		10	

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PHONE (813) 228-8886

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Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
21	M-F 7a Today Show M.....	06	450	30 Comme	Nbr of Spots				1	1	450
22	M-F 9a Today Show II .TWT...	03	650	30 Comme	Nbr of Spots	2				2	1300
23	M-F 9a Today Show II ...F..	06	275	30 Comme	Nbr of Spots	1				1	275
31	M-F 11a Daytime ...F..	06	80	30 Comme	Nbr of Spots	1				1	80
34	M-F 12p Today Show III ...F..	06	100	30 Comme	Nbr of Spots	1				1	100
38	M-F 1p Days Of Our Lives ...F..	06	200	30 Comme	Nbr of Spots	1				1	200
42	M-F 2p Rachael Ray .TWT...	03	250	30 Comme	Nbr of Spots	3				3	750
43	M-F 2p Rachael Ray ...F..	06	125	30 Comme	Nbr of Spots	1				1	125
46	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots				1	1	125
47	M-F 3p Doctors .TWT...	04	425	30 Comme	Nbr of Spots	1				1	425
Weekly Totals:											
Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5000
Closed PR					2	1		7		10	

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Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
48	M-F 3p Doctors ...F..	06	225	30 Comme	Nbr of Spots 1					1	225
52	M-F 4p Dr Oz .TWT...	03	650	30 Comme	Nbr of Spots 1					1	650
53	M-F 4p Dr Oz ...F..	06	300	30 Comme	Nbr of Spots 1					1	300
56	M-F 4p Dr Oz M.....	06	300	30 Comme	Nbr of Spots				1	1	300
57	M-F 5p News .TWT...	04	850	30 Comme	Nbr of Spots 2					2	1700
58	M-F 5p News ...F..	06	450	30 Comme	Nbr of Spots 1					1	450
62	M-F 530p News .TWT...	03	925	30 Comme	Nbr of Spots 3					3	2775
63	M-F 530p News ...F..	06	450	30 Comme	Nbr of Spots 1					1	450
67	M-F 6p News .TWT...	02	2000	30 Comme	Nbr of Spots 1					1	2000
68	M-F 6p News ...F..	06	600	30 Comme	Nbr of Spots 1					1	600
Weekly Totals:					Total Spots(Ord Spots)	53	58	69	65	17	262
					Open PR				-1		-1
					Closed PR	2	1		7		10

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
74	M-F 7p News ...F..	06	500	30 Comme	1					1	500
77	M-F 730p Entertainment Tonight ..TWT...	01	2000	30 Comme	1					1	2000
78	M-F 730p Entertainment Tonight ...F..	06	500	30 Comme	1					1	500
82	M-Su 11p News ..TWT...	02	2000	30 Comme	1					1	2000
83	M-Su 11p News ...FS.	06	625	30 Comme	1					1	625
85	M-Su 11p News MTWTF..	06		30 Comme				3		3	
87	M-F 1135p ET / 1035p CT Tonight ...F..	06	325	30 Comme	1					1	325
92	Sat 12p NewsS.	06	75	30 Comme		2	2			4	300
93	Sat 6p NewsS.	06	350	30 Comme		2	2			4	1400
96	Sat 1130p ET / 1030p CT Saturday Night Live	06	600	30 Comme	1	1	1	1		4	2400
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5009
Closed PR					2	1		7		10	

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Schedule Dates: 09/03/12 to 10/07/12 Weeks: 5 Order Ref: 06296520
Est./PO Number: 06296520 Contract type: Political Business Type: POLITICAL
Associated Copies: No Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
98	Sun 9a NewsS	06	150	30 Comme	1	1	1	1		4	600
99	Sun 12p NewsS	06	75	30 Comme	2		2			4	300
100	Sun 6p NewsS	06	375	30 Comme	1	1	1	1		4	1500
101	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme							
102	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme		1		1		1	4500
103	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme				1		1	4500
104	Mon 10p ET / 9p CT Grimm M.....	06		30 Comme		1				1	
105	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme			1	1	1	3	5400
106	Tue 10p ET / 9p CT Parenthood T.....	06	1800	30 Comme				1		1	3600
107	Fri 9p ET / 8p CT Grimm	06	1700	30 Comme	1	1	1	1		4	6800
Weekly Totals:					53	58	69	65	17	262	
Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5000
Closed PR					2	1		7		10	

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
108	Sat 9p ET / 8p CT Saving HopeS.	06		Comme 30 Nbr of Spots Closed PR	2					2	
109	Sat 9p ET / 8p CT Chicago FireS.	06	650	Comme 30 Nbr of Spots				1		1	650
110	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	5000	30 Comme Nbr of Spots Open Pre-Empted	1	1	1			3	15000
111	M-Th, Su 430a News ..WT...	06	25	Comme 30 Nbr of Spots		4				4	100
112	M-Th, Su 430a News ..WT...	06	25	Comme 30 Nbr of Spots			4	4		8	200
115	M-F 6a News ..WTF..	03	700	Comme 30 Nbr of Spots		1				1	700
117	M-F 7a Today Show ..WTF..	06	450	Comme 30 Nbr of Spots		2				2	900
118	M-F 7a Today Show ..TWTF..	06	450	Comme 30 Nbr of Spots			3	3		6	2700
119	M-F 9a Today Show II ..WTF..	06	275	Comme 30 Nbr of Spots		2				2	550
Weekly Totals:					53	58	69	65	17	262	
Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5000
Closed PR					2	1		7		10	

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Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
121	M-F 10a News ...F..	03	160	30 Comme	Nbr of Spots 1					1	160
122	M-F 10a News ..WTF..	03	160	30 Comme	Nbr of Spots	1				1	160
124	M-F 11a Daytime ..WTF..	03	160	30 Comme	Nbr of Spots	2				2	320
126	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	1				1	200
128	M-F 1p Days Of Our Lives ..WTF..	06	200	30 Comme	Nbr of Spots	2				2	400
130	M-F 2p Rachael Ray ..WTF..	06	125	30 Comme	Nbr of Spots	4				4	500
131	M-F 2p Rachael Ray ..WTF..	06	125	30 Comme	Nbr of Spots		4			4	500
132	M-F 3p Doctors ..WTF..	06	225	30 Comme	Nbr of Spots	1				1	225
134	M-F 4p Dr Oz ..WTF..	06	300	30 Comme	Nbr of Spots	3				3	900
136	M-F 4p Dr Oz ..WTF..	06	300	30 Comme	Nbr of Spots	3				3	900
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5000
Closed PR					2	1		7		10	

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Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
136	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots		3				3	2700
138	M-F 530p News ..WTF..	06	450	30 Comme	Nbr of Spots		4				4	1800
140	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots		1				1	1200
144	M-F 7p News ..WTF..	06	500	30 Comme	Nbr of Spots		1				1	500
146	M-F 730p Entertainment Tonight ..WTF..	06	500	30 Comme	Nbr of Spots		1				1	500
148	M-Su 11p News ..WTFS.	03	1250	30 Comme	Nbr of Spots		2				2	2500
149	M-Su 11p News ..TWTF..	06		30 Comme	Nbr of Spots				1		1	
150	M-F 1135p ET / 1035p CT Tonight Show ..TWTF..	06		30 Comme	Nbr of Spots				2		2	
151	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	1			3	900
152	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots	1	1		1		3	1950
Weekly Totals: Total Spots(Ord Spots)						53	58	69	65	17	262	
Open PR									-1		-1	-5000
Closed PR						2	1		7		10	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 759 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 198305	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
153	Sun 8a Today ShowS	01	1100	30 Comme	1	1	1	1		4	4400
154	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	1	1	1	1		4	20000
155	M-Th, Su 430a News M.....	06	25	30 Comme		1	1	1		3	75
156	M-F 9a Today Show II M.....	06	275	30 Comme			1	1		2	550
157	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	1		3	375
158	M-F 5p News M.....	03	800	30 Comme		1				1	900
159	M-F 530p News M.....	06	450	30 Comme		1	1	1		3	1350
160	Sat 9p ET / 8p CT Law & Order SVUS	06	650	30 Comme	2					2	1300
161	M-F 5a News ..WTF..	03	150	30 Comme		1				1	150
162	M-F 5a News	03	150	30 Comme			1	1		2	300
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR								-1		-1	-5000
Closed PR					2	1		7		10	

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Barack Obama/ D/ President
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PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President
Buyer: Barack Obama/ D/ President
Submission Cost: 198305
Schedule Dates: 09/03/12 to 10/07/12
Client/Product/Estimate: . / /1536
Est./PO Number: 06296520
Weeks: 5
Contract type: Political
Associated Copies: No
Campaign Ref: E:120827040
Sales Rep: HRP Washington, DC
Order Ref: 06296520
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
163	M-F 530a News TWTF..	03	250	30 Comme	Nbr of Spots		1				1	250
164	M-F 530a News TWTF..	03	250	30 Comme	Nbr of Spots			1	1		2	500
165	M-F 6a News TWTF..	01	1450	30 Comme	Nbr of Spots			2	2		4	5800
166	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots					1	1	1450
167	M-F 7a Today Show ...F..	03	900	30 Comme	Nbr of Spots	1					1	900
168	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots			2	2		4	2200
169	M-F 9a Today Show II M.....	03	550	30 Comme	Nbr of Spots					1	1	550
170	M-F 10a News TWTF..	03	160	30 Comme	Nbr of Spots			2	2		4	640
171	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots					1	1	160
172	M-F 11a Daytime TWTF..	03	160	30 Comme	Nbr of Spots			2	2		4	640
Weekly Totals: Total Spots(Ord Spots)						53	58	69	65	17	262	
Open PR									-1		-1	-5000
Closed PR						2	1		7		10	

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Barack Obama/ D/ President
Submission Number 759 Issue 3



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 198305	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / /1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
173	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots		2	2		4	800
174	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots				1	1	200
175	M-F 1p Days Of Our Lives .TWTF..	03	400	30 Comme	Nbr of Spots		2	2		4	1600
176	M-F 1p Days Of Our Lives M.....	03	400	30 Comme	Nbr of Spots				1	1	400
177	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots		2	2		4	1800
178	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots				1	1	450
179	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
180	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
181	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
182	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
Weekly Totals:					Total Spots(Ord Spots)	53	58	99	65	17	282
					Open PR				-1		-1
					Closed PR	2	1		7		10

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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 198305	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 11336	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
183	M-F 6p News ..TWTF..	03	1200	30 Comme	Nbr of Spots		2	2		4	4800
184	M-F 6p News M.....	03	1200	30 Comme	Nbr of Spots				1	1	1200
185	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	Nbr of Spots		1			1	2000
186	M-F 630p ET / 530p CT NBC Nightly News ..TWTF..	01	5000	30 Comme	Nbr of Spots		1	1		2	10000
187	M-F 7p News ..TWTF..	03	1000	30 Comme	Nbr of Spots		1	1		2	2000
188	M-F 730p Entertainment Tonight ..TWTF..	03	1000	30 Comme	Nbr of Spots		2	2		4	4000
189	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme	Nbr of Spots				1	1	1000
190	M-Su 11p News ..TWTF..	03	1250	30 Comme	Nbr of Spots		3	3		6	7500
191	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots				1	1	1250
	M-F 1135p ET / 1035p CT Tonight										
Weekly Totals:					Total Spots(Ord Spots)	53	58	69	65	17	262
					Open PR				-1		-1
					Closed PR	2	1		7		10

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	198305	Campaign Ref:	E:120827040
Buyer:	..	Client/Product/Estimate:	.. / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/03	09/10	09/17	09/24	10/01	Total	Cost
192	Show ..WTF..	03	650	30	Nbr of Spots		1				1	650
193	M-F 1135p ET / 1035p CT Tonight Show ..TWTF..	01	1300	30	Nbr of Spots			2	2		4	5200
194	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30	Nbr of Spots					1	1	650
195	Mon 10p ET / 9p CT The New Normal M.....	06	1800	30	Nbr of Spots		1				1	1800
Weekly Totals:						53	58	69	65	17	262	
Total Spots(Ord Spots)						53	58	69	65	17	262	
Open PR									-1		-1	-5000
Closed PR						2	1		7		10	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
85	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120827040
101	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120827040
110	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	09/24/12	Open Pre Emption	5,000.00		0000000000	E:120827040
104	Mon 10p ET / 9p CT Grimm	:30 Commercial	09/10/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120827040
108	Sat 9p ET / 8p CT Saving Hope	:30 Commercial	09/03/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120827040
149	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120827040
150	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120827040

Grand Totals

		Month 9 Weeks: 5				Month 10 Weeks: 4	
		09/03	09/10	09/17	09/24	10/01	
Spots	Totals	262	53	58	65		17
Cost		203305	38985	40730	53640	58140	11810

Grand Totals:

Spots:	262
Gross Total:	198,305.00
Commission:	29,745.75
Net Total:	168,559.25

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP.# OFF.# SALESMAN #
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6296520 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG28/12 18.26

REP: 8/28 REV
 REMOVED MONDAY SPOTS ON LINES
 3,4,8,11,14,15,19,20,28,29,32,33,35,36,39,40,44,45,49,50,54,55,59,60,64,65
 ,69,70,73,75,76,79,80,84,85,89
 REVISED RATES ON LINES 14,27,28,32,35,59,69,72,84,91,94,96,100
 ADDED LINES 107-112 AS MONDAY ONLY
 REV TTL \$160,935 @263X
 PLEASE CONFIRM
 THANKS! KIM FOR MEGHAN

CON CM OBAMA FOR AMERICA



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 1536

13	*		430A-459A	30		\$25.00	9/12	9/14	4		W-F	4
PROGRAM : NEWS 430A												
CON COM1: NEWS 430A												
14	*		430A-459A	30		\$25.00	9/18	9/30	4		TU-F, SU	8
PROGRAM : NEWS 430A												
CON COM1: NEWS 430A												

9/14/12 FCC 

FAX# 703-516-9680
AUG28/12 18.26
HARRIS REPORT FROM REP
CHANGES ** WFLA-TV ****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
✓ 18		EX	500A-530A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$75.00	9/18	9/28	1		TU-F	2
✓ 19		EX	530A-600A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$125.00	9/18	9/28	1		TU-F	2
✓ 20		EX	600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$700.00	9/12	9/14	1		W-F	1
✓ 21		EX	600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$325.00	9/18	9/28	2		TU-F	4
✓ 22		EX	700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	9/12	9/14	2		W-F	2
✓ 23		EX	700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	9/18	9/28	3		TU-F	6
✓ 24		EX	900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$275.00	9/12	9/14	2		W-F	2
✓ 25		EX	900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$275.00	9/18	9/28	2		TU-F	4
✓ 26		R	1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$160.00	9/7	9/7	1		FRI	1

FAX# 703-516-9680
HARRIS REPORT FROM REP AUG28/12 18.26
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18	*		1000A-1030A	30		\$160.00	9/12	9/14	1		W-F	1
PROGRAM : NEWS 10A												
CON COM1 : NEWS 10A												
19			EX 1000A-1030A	30		\$80.00	9/18	9/28	2		TU-F	4
PROGRAM : NEWS 10A												
CON COM1 : NEWS 10A												
12	*		1100A-1200N	30		\$160.00	9/12	9/14	2		W-F	2
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
13			EX 1100A-1200N	30		\$80.00	9/18	9/28	2		TU-F	4
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
15	*		1200N-100P	30		\$200.00	9/12	9/14	1		W-F	1
PROGRAM : TODAY SHOW3												
CON COM1 : TODAY SHOW3												
16			EX 1200N-100P	30		\$100.00	9/18	9/28	2		TU-F	4
PROGRAM : TODAY SHOW3												
CON COM1 : TODAY SHOW3												
19			EX 100P-200P	30		\$200.00	9/12	9/14	2		W-F	2
PROGRAM : DAYS OUR LIVES												
CON COM1 : DAYS OUR LIVES												
19			EX 100P-200P	30		\$200.00	9/18	9/28	2		TU-F	4
PROGRAM : DAYS OUR LIVES												
CON COM1 : DAYS OUR LIVES												
14	*		200P-300P	30		\$125.00	9/12	9/14	4		W-F	4
PROGRAM : RACHEL RAY												
CON COM1 : RACHEL RAY												

FAX# 703-516-9680
AUG28/12 18.26
HARRIS REPORT FROM REP
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
45	*		200P-300P	30		\$125.00	9/18	9/28	4		TU-F	8
PROGRAM : RACHEL RAY												
CON COM1: RACHEL RAY												
46			EY 300P-400P	30		\$225.00	9/12	9/14	1		W-F	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
47			EY 300P-400P	30		\$225.00	9/18	9/28	2		TU-F	4
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
48			EY 400P-500P	30		\$300.00	9/12	9/14	3		W-F	3
PROGRAM : DR OZ												
CON COM1: DR OZ												
49			EY 400P-500P	30		\$300.00	9/18	9/28	3		TU-F	6
PROGRAM : DR OZ												
CON COM1: DR OZ												
50	*		500P-530P	30		\$900.00	9/12	9/14	3		W-F	3
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												
51			EY 500P-530P	30		\$450.00	9/18	9/28	4		TU-F	8
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												
52	*		530P-600P	30		\$450.00	9/12	9/14	4		W-F	4
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												
53	*		530P-600P	30		\$450.00	9/18	9/28	4		TU-F	8
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												

FAX# 703-516-9680
HARRIS REPORT FROM REP AUG28/12 18.26
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10	*		600P-630P	30		\$1,200.00	9/12	9/14	1		W-F	1
PROGRAM : NEWS 6P												
CON COM1 : NEWS 6P												
10			EY 600P-630P	30		\$600.00	9/18	9/28	2		TU-F	4
PROGRAM : NEWS 6P												
CON COM1 : NEWS 6P												
12			R 630P-700P	30		\$2,250.00	9/10	9/10	1		MON	1
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
12			EY 630P-700P	30		\$1,000.00	9/18	9/28	1		TU-F	2
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
15			EY 700P-730P	30		\$500.00	9/12	9/14	1		W-F	1
PROGRAM : NEWS 7P												
CON COM1 : NEWS 7P												
16			EY 700P-730P	30		\$500.00	9/18	9/28	1		TU-F	2
PROGRAM : NEWS 7P												
CON COM1 : NEWS 7P												
19			EY 730P-800P	30		\$500.00	9/12	9/14	1		W-F	1
PROGRAM : ET												
CON COM1 : ET												
19			EY 730P-800P	30		\$500.00	9/18	9/28	2		TU-F	4
PROGRAM : ET												
CON COM1 : ET												
19	*		1100P-1135P	30		\$1,250.00	9/12	9/16	2		W-SU	2
PROGRAM : NEWS 11P												
CON COM1 : NEWS 11P												

REP HEADLINE# 6296620 TRF# E:120827
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 AUG28/12 18.26
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85		EX	1100P-1135P	30		\$625.00	9/18	9/30	3		TU-SU	6
PROGRAM : NEWS 11P CON COM1: NEWS 11P												
89		EX	1135P-1237A	30		\$325.00	9/18	9/28	2		TU-F	4
PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW												
91		R	900A-1000A	30		\$300.00	9/8	9/29	1		SAT	4
PROGRAM : NEWS 9A SAT CON COM1: NEWS 9A SAT												
94		R	700P-800P	30		\$650.00	9/8	9/8	1		SAT	1
PROGRAM : NEWS 700P-800P												
94		R	700P-800P	30		\$650.00	9/22	9/29	1		SAT	2
PROGRAM : ET CON COM1: ET												
96		R	800A-900A	30		\$1,100.00	9/9	9/30	1		SUN	4
PROGRAM : SUN TODAY CON COM1: SUN TODAY												
100		R	630P-700P	30		\$5,000.00	9/9	9/30	1		SUN	4
PROGRAM : NBC NEWS SUN CON COM1: NBC NEWS SUN												
107		A	430A-459A	30		\$25.00	9/10	9/10	1		MON	1
PROGRAM : NEWS 430A CON COM1: NEWS 430A												
108		A	430A-459A	30		\$25.00	9/17	9/17	1		MON	1
PROGRAM : NEWS 430A CON COM1: NEWS 430A												
108		A	430A-459A	30		\$25.00	9/24	9/24	1		MON	1
PROGRAM : NEWS 430A CON COM1: NEWS 430A												

9/22 9/29
 MA -- MKgd: STP 9/15

REP HEADLINE# 6296520 TRF# E:120827
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
AUG28/12 18.26
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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105	A		900A-1000A	30		\$275.00	9/17	9/17	1		MON	1
PROGRAM : TODAY SHOW2												
CON COM1: TODAY SHOW2												

110	A		900A-1000A	30		\$275.00	9/24	9/24	1		MON	1
PROGRAM : TODAY SHOW2												
CON COM1: TODAY SHOW2												

110	A		200P-300P	30		\$125.00	9/10	9/10	1		MON	1
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												

110	A		200P-300P	30		\$125.00	9/17	9/17	1		MON	1
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												

110	A		200P-300P	30		\$125.00	9/24	9/24	1		MON	1
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												

112	A		530P-600P	30		\$450.00	9/10	9/10	1		MON	1
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												

112	A		530P-600P	30		\$450.00	9/17	9/17	1		MON	1
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												

112	A		530P-600P	30		\$450.00	9/24	9/24	1		MON	1
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												

SEP/12 154080.00 OCT/12 \$6,855.00 CONTRACT TOTAL 160935.00
TOTAL SPOTS 263

MARKET TOTALS \$731,523 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- SEP/PJ
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 757 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	147560	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	. / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-Th, Su 430a News ..TWTF..	02	65	30 Comme	Nbr of Spots	3					3	195
2	M-Th, Su 430a NewsS	06	25	30 Comme	Nbr of Spots	1					1	25
5	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots					1	1	25
6	M-F 5a NewsF..	06	75	30 Comme	Nbr of Spots	1					1	75
7	M-F 5a News ..WTF..	06	75	30 Comme	Nbr of Spots		1				1	75
9	M-F 530a NewsF..	06	125	30 Comme	Nbr of Spots	1					1	125
10	M-F 530a News ..WTF..	06	125	30 Comme	Nbr of Spots		1				1	125
12	M-F 6a News ..TWTF..	02	1000	30 Comme	Nbr of Spots	1					1	1000
Weekly Totals:						53	58	69	65	17	262	
Total Spots(Ord Spots)												
Open PR							-1		-5		-6	-13075
Closed PR						2			4		6	

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Buyer: ..	Client/Product/Estimate: ./. /1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
13	M-F 6a News ...F..	06	325	30 Comme	Nbr of Spots	1				1	325
16	M-F 6a News M.....	06	325	30 Comme	Nbr of Spots				1	1	325
17	M-F 7a Today Show .TWT...	02	1500	30 Comme	Nbr of Spots	1				1	1500
18	M-F 7a Today Show ...F..	06	450	30 Comme	Nbr of Spots	1				1	450
21	M-F 7a Today Show M.....	06	450	30 Comme	Nbr of Spots				1	1	450
22	M-F 9a Today Show II .TWT...	03	650	30 Comme	Nbr of Spots	2				2	1300
23	M-F 9a Today Show II ...F..	06	275	30 Comme	Nbr of Spots	1				1	275
26	M-F 9a Today Show II M.....	06	275	30 Comme	Nbr of Spots				1	1	275
30	M-F 10a News M.....	06	80	30 Comme	Nbr of Spots				1	1	80
31	M-F 11a Daytime ...F..	06	80	30 Comme	Nbr of Spots	1				1	80
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR						-1		-5		-6	-13075
Closed PR					2			4		6	

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Buyer: ..	Client/Product/Estimate: / /1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
34	M-F 12p Today Show III ...F..	06	100	30 Comme	Nbr of Spots 1					1	100
37	M-F 12p Today Show III M.....	06	100	30 Comme	Nbr of Spots				1	1	100
38	M-F 1p Days Of Our Lives ...F..	06	200	30 Comme	Nbr of Spots 1					1	200
41	M-F 1p Days Of Our Lives M.....	06	200	30 Comme	Nbr of Spots				1	1	200
42	M-F 2p Rachael Ray ..TWT...	03	250	30 Comme	Nbr of Spots 3					3	750
43	M-F 2p Rachael Ray ...F..	06	125	30 Comme	Nbr of Spots 1					1	125
46	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots				1	1	125
47	M-F 3p Doctors ..TWT...	04	425	30 Comme	Nbr of Spots 1					1	425
48	M-F 3p Doctors ...F..	06	225	30 Comme	Nbr of Spots 1					1	225
51	M-F 3p Doctors M.....	06	225	30 Comme	Nbr of Spots				1	1	225
Weekly Totals:					53	58	69	65	17	262	
Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR						-1		-5		-6	-13075
Closed PR					2			4		6	

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
52	M-F 4p Dr Oz TWTF...	03	650	30 Comme	Nbr of Spots 1					1	650
53	M-F 4p Dr Oz ...F..	06	300	30 Comme	Nbr of Spots 1					1	300
56	M-F 4p Dr Oz M.....	06	300	30 Comme	Nbr of Spots				1	1	300
57	M-F 5p News TWTF...	04	850	30 Comme	Nbr of Spots 2					2	1700
58	M-F 5p News ...F..	06	450	30 Comme	Nbr of Spots 1					1	450
61	M-F 5p News M.....	06	450	30 Comme	Nbr of Spots				1	1	450
62	M-F 530p News TWTF...	03	925	30 Comme	Nbr of Spots 3					3	2775
63	M-F 530p News ...F..	06	450	30 Comme	Nbr of Spots 1					1	450
66	M-F 530p News M.....	06	450	30 Comme	Nbr of Spots				1	1	450
67	M-F 6p News TWTF...	02	2000	30 Comme	Nbr of Spots 1					1	2000
Weekly Totals:					Total Spots(Ord Spots)						
Open PR					53	58	69	65	17	262	
Closed PR					2	-1		-5	4	-6	-13075

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PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 147560	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 11536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
68	M-F 6p News ...F..	06	600	30 Comme	Nbr of Spots	1					1	600
71	M-F 6p News M.....	06	600	30 Comme	Nbr of Spots					1	1	600
74	M-F 7p News ...F..	06	500	30 Comme	Nbr of Spots	1					1	500
77	M-F 730p Entertainment Tonight ..TWT...	01	2000	30 Comme	Nbr of Spots	1					1	2000
78	M-F 730p Entertainment Tonight ...F..	06	500	30 Comme	Nbr of Spots	1					1	500
81	M-F 730p Entertainment Tonight M.....	06	500	30 Comme	Nbr of Spots					1	1	500
82	M-Su 11p News ..TWT...	02	2000	30 Comme	Nbr of Spots	1					1	2000
83	M-Su 11p News ...FS.	06	625	30 Comme	Nbr of Spots	1					1	625
85	M-Su 11p News MTWTF..	06		30 Comme	Nbr of Spots Closed PR				3		3	
86	M-Su 11p News M.....	06	625	30 Comme	Nbr of Spots					1	1	625
Weekly Totals: Total Spots(Ord Spots)						53	58	69	65	17	262	
Open PR							-1		-5		-6	-13075
Closed PR						2			4		6	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 147560	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
87	M-F 1135p ET / 1035p CT Tonight Show ...F..	06	325	30 Comme	Nbr of Spots	1				1	325
88	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	06	325	30 Comme	Nbr of Spots		1			1	325
90	M-F 1135p ET / 1035p CT Tonight Show M.....	06	325	30 Comme	Nbr of Spots				1	1	325
92	Sat 12p NewsS.	06	75	30 Comme	Nbr of Spots		2	2		4	300
93	Sat 6p NewsS.	06	360	30 Comme	Nbr of Spots		2	2		4	1400
96	Sat 1130p ET / 1030p CT Saturday Night LiveS.	06	600	30 Comme	Nbr of Spots	1	1	1	1	4	2400
98	Sun 9a NewsS.	06	150	30 Comme	Nbr of Spots	1	1	1	1	4	600
99	Sun 12p NewsS.	06	75	30 Comme	Nbr of Spots	2		2		4	300
100	Sun 6p News	06	375	30	Nbr of Spots	1	1	1	1	4	1500
Weekly Totals:					Total Spots(Ord Spots)	53	58	69	85	17	262
Open PR							-1		-5		-6
Closed PR						2			4		6

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Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
101	Sun 630p ET / 530p CT NBC Nightly NewsS	06	4500	30 Comme	Nbr of Spots					1	4500
102	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme	Closed PR		1			1	4500
103	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme	Nbr of Spots			1		1	4500
104	Mon 10p ET / 9p CT Grimm M.....	06	1800	30 Comme	Nbr of Spots					1	1800
105	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme	Open Pre-Empted	-1				-1	-1800
106	Tue 10p ET / 9p CT Parenthood T.....	06	1800	30 Comme	Nbr of Spots			1		1	1800
107	Fri 9p ET / 8p CT GrimmF..	06	1700	30 Comme	Nbr of Spots	1	1	1		4	6800
108	Sat 9p ET / 8p CT Saving HopeS.	06		30 Comme	Nbr of Spots	2				2	
109	Sat 9p ET / 8p CT Chicago FireS.	06	650	30 Comme	Nbr of Spots			1		1	650
	Sun 815p ET / 715p CT NBC Sunday										
Weekly Totals:					Total Spots(Ord Spots)						
Open PR					53	58	69	65	17	262	
Closed PR					2	-1		-5		-6	-13075

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Original

Client: Barack Obama/ D/ President	Submission Cost: 147560	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
110	Night FootballS	06	5000	30 Comme	Nbr of Spots 1	Nbr of Spots 1	Nbr of Spots 1	Nbr of Spots 1	Nbr of Spots 1	3	15000
					Nbr of Spots Open Pre-Empted -1	Nbr of Spots 4	Nbr of Spots 1	Nbr of Spots -1	Nbr of Spots -1	-1	-5000
111	M-Th, Su 430a News ..WTF..	06	25	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	4	100
112	M-Th, Su 430a News ..TWT...	06	25	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	8	200
113	M-F 5a News ..TWTF..	06	75	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	2	150
114	M-F 530a News ..TWTF..	06	125	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	2	250
115	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	1	700
116	M-F 6a News ..TWTF..	06	325	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	4	1300
117	M-F 7a Today Show ..WTF..	06	450	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	2	900
118	M-F 7a Today Show ..TWTF..	06	450	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	6	2700
119	M-F 9a Today Show II ..WTF..	06	275	30 Comme	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	Nbr of Spots	2	550
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR					-1			-5		-6	-13075
Closed PR					2			4		6	

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Buyer:	...	Client/Product/Estimate:	. / . / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
120	M-F 9a Today Show II ..TWTF..	06	275	30 Comme	Nbr of Spots			2	2		4	1100
121	M-F 10a News ...F..	03	160	30 Comme	Nbr of Spots	1					1	160
122	M-F 10a News ..WTF..	03	160	30 Comme	Nbr of Spots		1				1	160
123	M-F 10a News ..TWTF..	06	80	30 Comme	Nbr of Spots			2	2		4	320
124	M-F 11a Daytime ..WTF..	03	160	30 Comme	Nbr of Spots			2			2	320
125	M-F 11a Daytime ..TWTF..	06	80	30 Comme	Nbr of Spots				2	2	4	320
126	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots		1				1	200
127	M-F 12p Today Show III ..TWTF..	06	100	30 Comme	Nbr of Spots			2	2		4	400
128	M-F 1p Days Of Our Lives ..WTF..	06	200	30 Comme	Nbr of Spots		2				2	400
129	M-F 1p Days Of Our Lives ..TWTF..	06	200	30 Comme	Nbr of Spots			2	2		4	800
Weekly Totals:												
Total Spots(Ord Spots)						53	58	69	65	17	262	
Open PR							-1		-5		-8	-13075
Closed PR						2			4		6	

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
130	M-F 2p Rachael Ray ..WTF..	06	125	30 Comme		4				4	500
131	M-F 2p Rachael Ray ..TWTF..	06	125	30 Comme			4	4		8	1000
132	M-F 3p Doctors ..WTF..	06	225	30 Comme		1				1	225
133	M-F 3p Doctors ..TWTF..	06	225	30 Comme			2	2		4	900
134	M-F 4p Dr Oz ..WTF..	06	300	30 Comme		3				3	900
135	M-F 4p Dr Oz ..TWTF..	06	300	30 Comme			3	3		6	1800
136	M-F 5p News ..WTF..	03	900	30 Comme		3				3	2700
137	M-F 5p News ..TWTF..	06	450	30 Comme			4	4		8	3600
138	M-F 530p News ..WTF..	06	450	30 Comme			4			4	1800
139	M-F 530p News ..TWTF..	06	450	30 Comme			4	4		8	3600
Weekly Totals: Total Spots(Ord Spots)					53	58	89	65	17	262	
Open PR						-1		-5		-6	-13075
Closed PR					2			4		6	

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Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
140	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	1				1	1200
141	M-F 6p News ..WTF..	06	600	30 Comme	Nbr of Spots		2	2		4	2400
142	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2250	30 Comme	Nbr of Spots	1				1	2250
143	M-F 630p ET / 530p CT NBC Nightly News ..WTF..	06	1000	30 Comme	Nbr of Spots		1	1		2	2000
144	M-F 7p News ..WTF..	06	500	30 Comme	Nbr of Spots		1			1	500
145	M-F 7p News ..WTF..	06	500	30 Comme	Nbr of Spots			1	1	2	1000
146	M-F 730p Entertainment Tonight ..WTF..	06	500	30 Comme	Nbr of Spots		1			1	500
147	M-F 730p Entertainment Tonight ..WTF..	06	500	30 Comme	Nbr of Spots			2	2	4	2000
148	M-Su 11p News ..WTFS.	03	1250	30 Comme	Nbr of Spots		2			2	2500
149	M-Su 11p News	06	625	30 Comme	Nbr of Spots			3	2	5	3125
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR						-1		-5		-6	-1307.5
Closed PR					2			4		6	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 147560	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
150	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06	325	30 Comme	Nbr of Spots Open Pre-Empted			1 -1		1 -1	625 -625
151	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots Open Pre-Empted			2 -2		2 -2	650 -650
152	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots Open Pre-Empted	1	1	1		3	1950
153	Sun 8a Today ShowS	01	1100	30 Comme	Nbr of Spots	1	1	1		3	4400
154	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	Nbr of Spots Open Pre-Empted	1	1	1		3	15000
155	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots		1	1		2	75
156	M-F 9a Today Show II M.....	06	275	30 Comme	Nbr of Spots		1	1		2	550
157	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots		1	1		2	375
Weekly Totals: Total Spots(Ord Spots)					53	58	69	65	17	262	
Open PR						-1		-5		-6	-13075
Closed PR					2			4		6	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 757 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 147560	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
158	M-F 5p News	03	900	30		1				1	900
	M.....			Comme							
159	M-F 530p News	06	450	30		1	1	1		3	1350
	M.....			Comme							
160	Sat 9p ET / 8p CT Law & Order SVU	06	650	30	2					2	1300
S.			Comme							

Weekly Totals: Total Spots(Ord Spots)											
Open PR					53	58	69	65	17	262	
Closed PR						-1		-5		-6	-13075
					2			4		6	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
85	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120827040
101	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120827040
110	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	09/24/12	Open Pre Emption	5,000.00		0000000000	E:120827040
104	Mon 10p ET / 9p CT Grimm	:30 Commercial	09/10/12	Open Pre Emption	1,800.00		0000000000	E:120827040
108	Sat 9p ET / 8p CT Saving Hope	:30 Commercial	09/03/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120827040
149	M-Su 11p News	:30 Commercial	09/24/12	Open Pre Emption	625.00		0000000000	E:120827040
150	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Open Pre Emption	650.00		0000000000	E:120827040
154	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Open Pre Emption	5,000.00		0000000000	E:120827040

Grand Totals

		Month 9 Weeks: 5				Month 10 Weeks: 4	
Totals		09/03	09/10	09/17	09/24	10/01	
Spots	262	53	58	69	65	17	
Cost	160635	38535	40455	35145	39645	6855	

Grand Totals:

Spots:	262
Gross Total:	147,560.00
Commission:	22,134.00
Net Total:	125,426.00

AUG24/12 09.44
*** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
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9	9	9
10	10	10
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95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

BUYER NAME KATIE KEULEMAN

SALES PRSN WA-
MEGHAN MCGARR (H)

ORDER #	CONTRACT # 6296520
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CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG24/12	09.44
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REP: NEW ORDER

NEW ORDER
TTL \$135,265 @263X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

AGENCY ADVERTISER CODE = AGENCY EST# = 1536
AGENCY PRODUCT CODE =

1 430A-459A

ω
C

500

9/4

9/9

 ω

FD-TH

3

PROGRAM : NEWS 430A
CON COM1: NEWS 430A

23

REF HEADLINE# 6296520
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 AUG24/12 09.44
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2			430A-459A PROGRAM : NEWS 430A CON COM1: NEWS 430A	30		\$25.00	9/9	9/9	1		SUN	1
3			430A-459A PROGRAM : NEWS 430A CON COM1: NEWS 430A	30		\$25.00	9/10	9/14	5		M,W-F	5
4			430A-459A PROGRAM : NEWS 430A CON COM1: NEWS 430A	30		\$25.00	9/17	9/30	5		M-F,SU	10
5			430A-459A PROGRAM : NEWS 430A CON COM1: NEWS 430A	30		\$25.00	10/1	10/1	1		MON	1
6			500A-530A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$75.00	9/7	9/7	1		FRI	1
7			500A-530A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$75.00	9/12	9/14	1		W-F	1
8			500A-530A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$75.00	9/17	9/28	1		M-F	2
9			530A-600A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$125.00	9/7	9/7	1		FRI	1
10			530A-600A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$125.00	9/12	9/14	1		W-F	1

REP HEADLINE# 6296520
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP

AUG24/12 09.44
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11			530A-600A PROGRAM : NEWS TODAY CON COM1: NEWS TODAY	30		\$125.00	9/17	9/28	1		M-F	2
12			600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$1,000.00	9/4	9/6	1		TU-TH	1
13			600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$325.00	9/7	9/7	1		FRI	1
14			600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$325.00	9/10	9/14	1		M,W-F	1
15			600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$325.00	9/17	9/28	2		M-F	4
16			600A-700A PROGRAM : NEWS 6A CON COM1: NEWS 6A	30		\$325.00	10/1	10/1	1		MON	1
17			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,500.00	9/4	9/6	1		TU-TH	1
18			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	9/7	9/7	1		FRI	1
19			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	9/10	9/14	2		M,W-F	2

REP HEADLINE# 6296520
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG24/12 09.44
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
20			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	9/17	9/28	3		M-F	6
21			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	10/1	10/1	1		MON	1
22			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$650.00	9/4	9/6	2		TU-TH	2
23			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$275.00	9/7	9/7	1		FRI	1
24			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$275.00	9/10	9/14	2		M,W-F	2
25			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$275.00	9/17	9/28	3		M-F	6
26			900A-1000A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$275.00	10/1	10/1	1		MON	1
27			1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$80.00	9/7	9/7	1		FRI	1
28			1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$80.00	9/10	9/14	1		M,W-F	1

AUG24/12 09.44
WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29			1000A-1030A PROGRAM : NEWS 10A CON COM1 : NEWS 10A	30		\$80.00	9/17	9/28	2		M-F	4
30			1000A-1030A PROGRAM : NEWS 10A CON COM1 : NEWS 10A	30		\$80.00	10/1	10/1	1		MON	1
31			1100A-1200N PROGRAM : DAYTIME CON COM1 : DAYTIME	30		\$80.00	9/7	9/7	1		FRI	1
32			1100A-1200N PROGRAM : DAYTIME CON COM1 : DAYTIME	30		\$80.00	9/10	9/14	2		M,W-F	2
33			1100A-1200N PROGRAM : DAYTIME CON COM1 : DAYTIME	30		\$80.00	9/17	9/28	2		M-F	4
34			1200N-100P PROGRAM : TODAY SHOW3 CON COM1 : TODAY SHOW3	30		\$100.00	9/7	9/7	1		FRI	1
35			1200N-100P PROGRAM : TODAY SHOW3 CON COM1 : TODAY SHOW3	30		\$100.00	9/10	9/14	1		M,W-F	1
36			1200N-100P PROGRAM : TODAY SHOW3 CON COM1 : TODAY SHOW3	30		\$100.00	9/17	9/28	2		M-F	4
37			1200N-100P PROGRAM : TODAY SHOW3 CON COM1 : TODAY SHOW3	30		\$100.00	10/1	10/1	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$200.00	9/7	9/7	1		FRI	1
39			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$200.00	9/10	9/14	2		M,W-F	2
40			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$200.00	9/17	9/28	2		M-F	4
41			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$200.00	10/1	10/1	1		MON	1
42			200P-300P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$250.00	9/4	9/6	3		TU-TH	3
43			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$125.00	9/7	9/7	1		FRI	1
44			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$125.00	9/10	9/14	5		M,W-F	5
45			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$125.00	9/17	9/28	5		M-F	10
46			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$125.00	10/1	10/1	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
47			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/4	9/6	1		TU-TH	1
48			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	9/7	9/7	1		FRI	1
49			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	9/10	9/14	1		M,W-F	1
50			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	9/17	9/28	2		M-F	4
51			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	10/1	10/1	1		MON	1
52			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	9/4	9/6	1		TU-TH	1
53			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$300.00	9/7	9/7	1		FRI	1
54			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$300.00	9/10	9/14	3		M,W-F	3
55			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$300.00	9/17	9/28	3		M-F	6

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
56			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$300.00	10/1	10/1	1		MON	1
57			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$850.00	9/4	9/6	2		TU-TH	2
58			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$450.00	9/7	9/7	1		FRI	1
59			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$450.00	9/10	9/14	4		M,W-F	4
60			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$450.00	9/17	9/28	4		M-F	8
61			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$450.00	10/1	10/1	1		MON	1
62			530P-600P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$925.00	9/4	9/6	3		TU-TH	3
63			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$450.00	9/7	9/7	1		FRI	1
64			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$450.00	9/10	9/14	5		M,W-F	5

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
65			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$450.00	9/17	9/28	5		M-F	10
66			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$450.00	10/1	10/1	1		MON	1
67			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$2,000.00	9/4	9/6	1		TU-TH	1
68			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$600.00	9/7	9/7	1		FRI	1
69			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$600.00	9/10	9/14	1		M,W-F	1
70			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$600.00	9/17	9/28	2		M-F	4
71			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$600.00	10/1	10/1	1		MON	1
72			630P-700P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$1,000.00	9/10	9/10	1		MON	1
73			630P-700P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$1,000.00	9/17	9/28	1		M-F	2

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
74			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$500.00	9/7	9/7	1		FRI	1
75			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$500.00	9/10	9/14	1		M,W-F	1
76			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$500.00	9/17	9/28	1		M-F	2
77			730P-800P PROGRAM : ET CON COM1: ET	30		\$2,000.00	9/4	9/6	1		TU-TH	1
78			730P-800P PROGRAM : ET CON COM1: ET	30		\$500.00	9/7	9/7	1		FRI	1
79			730P-800P PROGRAM : ET CON COM1: ET	30		\$500.00	9/10	9/14	1		M,W-F	1
80			730P-800P PROGRAM : ET CON COM1: ET	30		\$500.00	9/17	9/28	2		M-F	4
81			730P-800P PROGRAM : ET CON COM1: ET	30		\$500.00	10/1	10/1	1		MON	1
82			1100P-1135P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$2,000.00	9/4	9/6	1		TU-TH	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
83			1100P-1135P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$625.00	9/7	9/9	1		F-SU	1
84			1100P-1135P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$625.00	9/10	9/16	2		M,W-SU	2
85			1100P-1135P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$625.00	9/17	9/30	3		M-SU	6
86			1100P-1135P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$625.00	10/1	10/1	1		MON	1
87			1135P-1237A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$325.00	9/7	9/7	1		FRI	1
88			1135P-1237A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$325.00	9/12	9/14	1		W-F	1
89			1135P-1237A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$325.00	9/17	9/28	2		M-F	4
90			1135P-1237A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$325.00	10/1	10/1	1		MON	1
91			900A-1000A PROGRAM : NEWS 9A SAT CON COM1: NEWS 9A SAT	30		\$150.00	9/8	9/29	1		SAT	4

9/29
MMA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
92			1200N-100P PROGRAM : NEWS NOON SDAT CON COM1: NEWS NOON SAT	30		\$75.00	9/8	9/29	1		SAT	4
								11A				
								mkgd: 2x 9/15 + 2x 9/22				
93			600P-630P PROGRAM : NEWS 6P SAT CON COM1: NEWS 6P SAT	30		\$350.00	9/8	9/29	1		SAT	4
								11A				
								mkgd: 2x 9/15 + 2x 9/22				
94			700P-800P PROGRAM : NEWS 6P SAT CON COM1: NEWS 6P SAT	30		\$325.00	9/8	9/8	1		SAT	1
94			700P-800P PROGRAM : ET CON COM1: ET	30		\$325.00	9/22	9/29	1		SAT	2
								11A				
95			1130P-101A PROGRAM : SNL CON COM1: SNL	30		\$600.00	9/8	9/29	1		SAT	4
96			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$250.00	9/9	9/30	1		SUN	4
97			900A-1000A PROGRAM : NEWS 9A SUN CON COM1: NEWS 9A SUN	30		\$150.00	9/9	9/30	1		SUN	4
98			1200N-100P PROGRAM : NEWS NOON SUN CON COM1: NEWS NOON SUN	30		\$75.00	9/9	9/30	1		SUN	4
								11A				
								mkgd: 2x 9/15 + 2x 9/22				
99			600P-630P PROGRAM : NEWS 6P SUN CON COM1: NEWS 6P SUN	30		\$375.00	9/9	9/30	1		SUN	4
100			630P-700P PROGRAM : NBC NEWS SUN CON COM1: NBC NEWS SUN	30		\$1,250.00	9/9	9/30	1		SUN	4

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
101			800P-1000P	30		\$4,500.00	9/10	9/10	1		MON	1
101			800P-1000P	30		\$4,500.00	9/24	9/24	1		MON	1
PROGRAM : THE VOICE CON COM1: THE VOICE												
102			1000P-1100P	30		\$1,800.00	9/10	10/1	1		MON	4
PROGRAM : REVOLUTION CON COM1: REVOLUTION												
103			1000P-1100P	30		\$1,800.00	9/18	9/25	1		TUE	2
PROGRAM : PARENTHOOD CON COM1: PARENTHOOD												
104			900P-1000P	30		\$1,700.00	9/7	9/28	1		FRI	4
PROGRAM : GRIMM CON COM1: GRIMM												
105			900P-1000P	30		\$650.00	9/8	9/8	1		SAT	1
105			900P-1000P	30		\$650.00	9/22	9/29	1		SAT	2
PROGRAM : ENCORE CON COM1: ENCORE												
106			800P-1100P	30		\$5,000.00	9/9	9/30	1		SUN	4
PROGRAM : NFL CON COM1: NFL												
SEP/12 128410.00 OCT/12 \$6,855.00												
CONTRACT TOTAL												135265.00
TOTAL SPOTS												263

MARKET TOTALS \$614,840 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- SEP/PJ
 DEMOS- RA35+*

9/10 GRIMM
 9/8 nkd. - saving hope
 9/22 n/a - Chicago Fic

Greer Margolis Mitchell
1010 Wisconsin Ave
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Washington DC 20007

Barack Obama/ D/ President
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-6888

Client:	Barack Obama/ D/ President	Submission Cost:	132140	Campaign Ref:	E:120827040
Buyer:	...	Client/Product/Estimate:	././1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-Th, Su 430a News ..TWT...	02	65	30 Comme	Nbr of Spots	3					3	195
2	M-Th, Su 430a NewsS	06	25	30 Comme	Nbr of Spots	1					1	25
3	M-Th, Su 430a News M.WT...	06	25	30 Comme	Nbr of Spots		5				5	125
4	M-Th, Su 430a News MTWT..S	06	25	30 Comme	Nbr of Spots			5	5		10	250
5	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots					1	1	25
6	M-F 5a News ...F..	06	75	30 Comme	Nbr of Spots	1					1	75
7	M-F 5a News ..WTF..	06	75	30 Comme	Nbr of Spots		1				1	75
8	M-F 5a News MTWTF..	06	75	30 Comme	Nbr of Spots			1	1		2	150
9	M-F 530a News ...F..	06	125	30 Comme	Nbr of Spots	1					1	125
10	M-F 530a News	06	125	30	Nbr of Spots		1				1	125
Weekly Totals:						54	58	69	65	17	263	
Open PR									-4		-4	-3125

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Submission Number 756 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Client: Barack Obama/ D/ President	Submission Cost: 132140	Campaign Ref: E:120827040
Buyer: ...	Client/Product/Estimate: ./1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
11	M-F 530a News MTWTF..	06	125	30 Comme	Nbr of Spots		1	1		2	250
12	M-F 6a News .TWT...	02	1000	30 Comme	Nbr of Spots		1			1	1000
13	M-F 6a NewsF..	06	325	30 Comme	Nbr of Spots		1			1	325
14	M-F 6a News M.WTF..	06	325	30 Comme	Nbr of Spots		1			1	325
15	M-F 6a News MTWTF..	06	325	30 Comme	Nbr of Spots		2	2		4	1300
16	M-F 6a News M.....	06	325	30 Comme	Nbr of Spots				1	1	325
17	M-F 7a Today Show .TWT...	02	1500	30 Comme	Nbr of Spots		1			1	1500
18	M-F 7a Today Show ...F..	06	450	30 Comme	Nbr of Spots		1			1	450
19	M-F 7a Today Show M.WTF..	06	450	30 Comme	Nbr of Spots		2			2	900
20	M-F 7a Today Show MTWTF..	06	450	30 Comme	Nbr of Spots			3	3	6	2700
21	M-F 7a Today Show M.....	06	450	30 Comme	Nbr of Spots				1	1	450
22	M-F 9a Today Show II	03	650	30 Comme	Nbr of Spots		2			2	1300
Weekly Totals: Total Spots(Ord Spots)					54	58	69	65	17	263	
Open PR							-4			-4	-3125

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PHONE (813) 228-8888

Client: Barack Obama/ D/ President	Submission Cost: 132140	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est/PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
23	M-F 9a Today Show II ...F..	06	275	30 Comme	Nbr of Spots 1					1	275
24	M-F 9a Today Show II M.WTF..	06	275	30 Comme	Nbr of Spots	2				2	550
25	M-F 9a Today Show II MTWTF..	06	275	30 Comme	Nbr of Spots		3	3		6	1650
26	M-F 9a Today Show II M.....	06	275	30 Comme	Nbr of Spots				1	1	275
27	M-F 10a News ...F..	06	80	30 Comme	Nbr of Spots 1					1	80
28	M-F 10a News M.WTF..	06	80	30 Comme	Nbr of Spots	1				1	80
29	M-F 10a News MTWTF..	06	80	30 Comme	Nbr of Spots		2	2		4	320
30	M-F 10a News M.....	06	80	30 Comme	Nbr of Spots				1	1	80
31	M-F 11a Daytime ...F..	06	80	30 Comme	Nbr of Spots 1					1	80
32	M-F 11a Daytime M.WTF..	06	80	30 Comme	Nbr of Spots	2				2	160
33	M-F 11a Daytime MTWTF..	06	80	30 Comme	Nbr of Spots		2	2		4	320
34	M-F 12p Today Show III	06	100	30	Nbr of Spots 1					1	100
Weekly Totals: Total Spots(Ord Spots)					54	58	69	65	17	263	
Open PR								-4		-4	-3125

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Client: Barack Obama/ D/ President	Submission Cost: 132140	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
35	M-F 12p Today Show III M.WTF..	06	100	30 Comme		1				1	100
36	M-F 12p Today Show III MTWTF..	06	100	30 Comme			2	2		4	400
37	M-F 12p Today Show III M.....	06	100	30 Comme					1	1	100
38	M-F 1p Days Of Our LivesF..	06	200	30 Comme	1					1	200
39	M-F 1p Days Of Our Lives M.WTF..	06	200	30 Comme		2				2	400
40	M-F 1p Days Of Our Lives MTWTF..	06	200	30 Comme			2	2		4	800
41	M-F 1p Days Of Our Lives M.....	06	200	30 Comme					1	1	200
42	M-F 2p Rachael Ray .TWT...	03	250	30 Comme	3					3	750
43	M-F 2p Rachael RayF..	06	125	30 Comme	1					1	125
44	M-F 2p Rachael Ray M.WTF..	06	125	30 Comme		5				5	625
45	M-F 2p Rachael Ray MTWTF..	06	125	30 Comme			5	5		10	1250
46	M-F 2p Rachael Ray	06	125	30 Comme					1	1	125
Weekly Totals: Total Spots(Ord Spots)					54	58	69	65	17	263	
Open PR								-4		-4	-3125

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PHONE (813) 228-8888

Client: Barack Obama/ D/ President	Submission Cost: 132140	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ./1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
47	M-F 3p Doctors .TWT...	04	425	30 Comme	1					1	425
48	M-F 3p Doctors ...F..	06	225	30 Comme	1					1	225
49	M-F 3p Doctors M.WTF..	06	225	30 Comme		1				1	225
50	M-F 3p Doctors MTWTF..	06	225	30 Comme			2	2		4	900
51	M-F 3p Doctors M.....	06	225	30 Comme					1	1	225
52	M-F 4p Dr Oz .TWT...	03	650	30 Comme	1					1	650
53	M-F 4p Dr Oz ...F..	06	300	30 Comme	1					1	300
54	M-F 4p Dr Oz M.WTF..	06	300	30 Comme		3				3	900
55	M-F 4p Dr Oz MTWTF..	06	300	30 Comme			3	3		6	1800
56	M-F 4p Dr Oz M.....	06	300	30 Comme					1	1	300
57	M-F 5p News .TWT...	04	850	30 Comme	2					2	1700
58	M-F 5p News	06	450	30 Comme	1					1	450
Weekly Totals: Total Spots(Ord Spots)					54	58	69	65	17	263	
Open PR								-4		-4	-3125

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Client:	Barack Obama/ D/ President	Submission Cost:	132140	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	/ /1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
59	M-F 5p News M.WTF..	06	450	30 Comme		4				4	1800
60	M-F 5p News MTWTF..	06	450	30 Comme			4	4		8	3600
61	M-F 5p News M.....	06	450	30 Comme					1	1	450
62	M-F 530p News TWTF...	03	925	30 Comme	3					3	2775
63	M-F 530p News ...F..	06	450	30 Comme	1					1	450
64	M-F 530p News M.WTF..	06	450	30 Comme		5				5	2250
65	M-F 530p News MTWTF..	06	450	30 Comme			5	5		10	4500
66	M-F 530p News M.....	06	450	30 Comme					1	1	450
67	M-F 6p News TWTF...	02	2000	30 Comme	1					1	2000
68	M-F 6p News ...F..	06	600	30 Comme	1					1	600
69	M-F 6p News M.WTF..	06	600	30 Comme		1				1	600
70	M-F 6p News	06	600	30 Nbr of Spots			2	2		4	2400
Weekly Totals: Total Spots(Ord Spots)					54	58	69	65	17	263	
Open PR								-4		-4	-3125

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Barack Obama/ D/ President
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WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	132140	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	././1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
71	M-F 6p News M.....	06	600	30 Comme	Nbr of Spots				1	1	600
72	M-F 630p ET / 530p CT NBC Nightly News M.....	06	1000	30 Comme	Nbr of Spots		1			1	1000
73	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	06	1000	30 Comme	Nbr of Spots			1		2	2000
74	M-F 7p News ...F..	06	500	30 Comme	Nbr of Spots	1				1	500
75	M-F 7p News M.WTF..	06	500	30 Comme	Nbr of Spots		1			1	500
76	M-F 7p News MTWTF..	06	500	30 Comme	Nbr of Spots			1		2	1000
77	M-F 730p Entertainment Tonight TWTF...	01	2000	30 Comme	Nbr of Spots	1				1	2000
78	M-F 730p Entertainment Tonight ...F..	06	500	30 Comme	Nbr of Spots	1				1	500
79	M-F 730p Entertainment Tonight M.WTF..	06	500	30 Comme	Nbr of Spots		1			1	500
80	M-F 730p Entertainment Tonight MTWTF..	06	500	30 Comme	Nbr of Spots			2		4	2000
81	M-F 730p Entertainment Tonight M.....	06	500	30 Comme	Nbr of Spots				1	1	500
Weekly Totals: (Total Spots(Ord Spots))					54	58	69	65	17	263	
Open PR								-4		-4	-3125

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Washington DC 20007

Barack Obama/ D/ President
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client: Barack Obama/ D/ President	Submission Cost: 132,140	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
82	M-Su 11p News ..TWT..	02	2000	30 Comme	Nbr of Spots	1					1	2000
83	M-Su 11p News ...FS.	06	625	30 Comme	Nbr of Spots	1					1	625
84	M-Su 11p News M.WTFS.	06	625	30 Comme	Nbr of Spots		2				2	1250
85	M-Su 11p News MTWTF..	06	625	30 Comme	Nbr of Spots			3			3	1875
					Nbr of Spots				3		3	1875
					Open Pre-Empted				-3		-3	-1875
86	M-Su 11p News M.....	06	625	30 Comme	Nbr of Spots					1	1	625
87	M-F 1135p ET / 1035p CT Tonight ...F..	06	325	30 Comme	Nbr of Spots	1					1	325
88	M-F 1135p ET / 1035p CT Tonight ..WTF..	06	325	30 Comme	Nbr of Spots		1				1	325
89	M-F 1135p ET / 1035p CT Tonight MTWTF..	06	325	30 Comme	Nbr of Spots			2	2		4	1300
90	M-F 1135p ET / 1035p CT Tonight M.....	06	325	30 Comme	Nbr of Spots					1	1	325
91	Sat 9a NewsS.	06	150	30 Comme	Nbr of Spots	2	1	1			4	600
Weekly Totals:						54	58	69	65	17	263	
Open PR									-4		-4	-3125

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PHONE (813) 228-8888

Client: Barack Obama/ D/ President	Submission Cost: 132140	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
92	Sat 12p NewsS.	06	75	30 Comme	Nbr of Spots	2	2			4	300
93	Sat 6p NewsS.	06	350	30 Comme	Nbr of Spots	2	2			4	1400
94	Sat 7p Entertainment TonightS.	06	325	30 Comme	Nbr of Spots	1				1	325
95	Sat 7p Entertainment TonightS.	06	325	30 Comme	Nbr of Spots	1	1	1		2	650
96	Sat 1130p ET / 1030p CT Saturday Night LiveS.	06	600	30 Comme	Nbr of Spots	1	1	1		4	2400
97	Sun 8a Today ShowS	06	250	30 Comme	Nbr of Spots	1	1	1	1	4	1000
98	Sun 9a NewsS	06	150	30 Comme	Nbr of Spots	1	1	1		4	600
99	Sun 12p NewsS	06	75	30 Comme	Nbr of Spots	2		2		4	300
100	Sun 6p NewsS	06	375	30 Comme	Nbr of Spots	1	1	1	1	4	1500
101	Sun 630p ET / 530p CT NBC Nightly NewsS	06	1250	30 Comme	Nbr of Spots	1	1	1		3	3750
102	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme	Nbr of Spots	1				1	4500
Weekly Totals: Total Spots(Ord Spots)					54	58	69	65	17	263	
Open PR								-4		-4	-3125

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Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
103	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme	Nbr of Spots			1		1	4500
104	Mon 10p ET / 9p CT Grimm M.....	06	1800	30 Comme	Nbr of Spots		1			1	1800
105	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme	Nbr of Spots		1		1	3	5400
106	Tue 10p ET / 9p CT Parenthood T.....	06	1800	30 Comme	Nbr of Spots			1		1	1800
107	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots	1			1	4	6800
108	Sat 9p ET / 8p CT Saving HopeS.	06	650	30 Comme	Nbr of Spots		2			2	1300
109	Sat 9p ET / 8p CT Chicago FireS.	06	650	30 Comme	Nbr of Spots			1		1	650
110	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	5000	30 Comme	Nbr of Spots	1	1	1	1	4	20000
Weekly Totals:					Total Spots(Ord Spots)	54	56	69	65	17	263
Open PR								-4		-4	-3125

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
85	M-Su 11p News	:30 Commercial	09/24/12	Open Pre Emption	1,875.00		0000000000	E:120827040
101	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Open Pre Emption	1,250.00		0000000000	E:120827040

Grand Totals

		Month 9 Weeks: 5				Month 10 Weeks: 4	
		09/03	09/10	09/17	09/24	10/01	
Spots	Totals	263	54	58	65		17
Cost		135265	33530	29765	34720		6855

Grand Totals:

Spots:	263
Gross Total:	132,140.00
Commission:	19,821.00
Net Total:	112,319.00

Local



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
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Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama For America

2012
INVOICE DATE 09/30/12 E:120827040
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032695
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /1536
Desc: 06296520

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Th, Su 430a News	65.00	1 3	9/04 TU		04:41A	30	OFA12A093	65.00
			9/05 WE		04:57A	30	OFA12G104	65.00
			9/06 TH		04:40A	30	OFA12G102	65.00
M-F 5a News	75.00	6 1	9/07 FR		05:22A	30	OFA12G102	75.00
M-F 530a News	125.00	9 1	9/07 FR		05:52A	30	OFA12G102	125.00
M-F 6a News	1000.00	12 1	9/06 TH		06:20A	30	OFA12G104	1000.00
	325.00	13 1	9/07 FR		06:12A	30	OFA12G104	325.00
M-F 7a Today Show	1500.00	17 1	9/04 TU		07:23A	30	OFA12A093	1500.00
M-F 9a Today Show II	650.00	22 2	9/04 TU		09:29A	30	OFA12A093	650.00
			9/05 WE		09:49A	30	OFA12G104	650.00
	275.00	23 1	9/07 FR		09:51A	30	OFA12G102	275.00
M-F 11a Daytime	80.00	31 1	9/07 FR		11:35A	30	OFA12G102	80.00
M-F 12p Today Show III	100.00	34 1	9/07 FR		12:27P	30	OFA12G104	100.00
M-F 1p Days Of Our Lives	200.00	38 1	9/07 FR		12:58P	30	OFA12G102	200.00
M-F 2p Rachael Ray	250.00	42 3	9/04 TU		02:13P	30	OFA12A093	250.00
			9/05 WE		02:19P	30	OFA12G104	250.00
			9/06 TH		02:11P	30	OFA12G102	250.00
	125.00	43 1	9/07 FR		02:11P	30	OFA12G102	125.00

*** Continued ***

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
AGENCY COMMISSION 30,081.75
NET DUE 170,463.25

Debits .00
Credits 18,925.00-
SUB-TOTALS 18,925.00CR
TOTAL RECONCILING

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Barack Obama/ D/ President
PRODUCT Obama For America

INVOICE NUMBER 0100032695
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 170,463.25

REMIT TO:

*00216

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038634 00000100032695 017046325 0



WFLA-TV

A MEDIA GENERAL STATION

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Suite 800
WASHINGTON DC 20007

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SLSP: HRP Washington, DC
ADV_: Barack Obama/ D/ President
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2012
INVOICE DATE 09/30/12
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WFLA I SS
E:120827040
WFLA
INVOICE NUMBER 0100032695
PAGE 2
BROADCAST MONTH 08/27/2012 - 09/3

SCHEDULE DATES
9/03/12-10/07/12

Standard Broadcast Month

REF#: . / . /1536
Desc: 06296520

TERMS: NET 30 DAYS.

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 3p Doctors							*WFLA :30 Commercial		
	425.00	47	1	9/06	TH	03:31P	30	DFA12G104	425.00
	225.00	48	1	9/07	FR	03:13P	30	DFA12G102	225.00
M-F 4p Dr Oz							*WFLA :30 Commercial		
	650.00	52	1	9/06	TH	04:34P	30	DFA12G104	650.00
	300.00	53	1	9/07	FR	04:21P	30	DFA12G102	300.00
M-F 5p News							*WFLA :30 Commercial		
	850.00	57	2	9/04	TU	05:27P	30	DFA12A093	850.00
				9/06	TH	05:22P	30	DFA12G102	850.00
	450.00	58	1	9/07	FR	05:12P	30	DFA12G104	450.00
M-F 530p News							*WFLA :30 Commercial		
	925.00	62	3	9/04	TU	05:44P	30	DFA12A093	925.00
				9/05	WE	05:53P	30	DFA12G102	925.00
				9/06	TH	05:53P	30	DFA12G104	925.00
	450.00	63	1	9/07	FR	05:52P	30	DFA12G102	450.00
M-F 6p News							*WFLA :30 Commercial		
	2000.00	67	1	9/06	TH	06:22P	30	DFA12G104	2000.00
	600.00	68	1	9/07	FR	06:21P	30	DFA12G102	600.00
M-F 7p News							*WFLA :30 Commercial		
	500.00	74	1	9/07	FR	07:25P	30	DFA12G102	500.00
M-F 730p Entertainment Tonight							*WFLA :30 Commercial		
	2000.00	77	1	9/04	TU	07:54P	30	DFA12G102	2000.00
	500.00	78	1	9/07	FR	07:55P	30	DFA12G102	500.00
M-Su 11p News							*WFLA :30 Commercial		
	2000.00	82	1	9/06	TH	11:23P	30	DFA12G104	2000.00
	625.00	83	1	9/07	FR	11:14P	30	DFA12G102	625.00
	625.00	85	3	9/24	MO		30		Preempted 625.00-
				9/24	MO		30		Preempted 625.00-
				9/24	MO		30		Preempted 625.00-
M-F 1135p ET / 1035p CT Tonight							*WFLA :30 Commercial		
	325.00	87	1	9/07	FR	12:20A	30	DFA12G102	325.00
Sat 1130p ET / 1030p CT Saturday Night Live							*WFLA :30 Commercial		
	600.00	96	1	9/15	SA	12:15A	30	DFA12G104	600.00
Sun 9a News							*WFLA :30 Commercial		
	150.00	98	2	9/09	SU	09:23A	30	DFA12G102	150.00
				9/16	SU	09:22A	30	DFA12Z118	150.00
Sun 12p News							*WFLA :30 Commercial		
	75.00	99	2	9/23	SU	12:13P	30	DFA12A113	75.00
				9/23	SU	12:43P	30	DFA12A113	75.00
Sun 6p News							*WFLA :30 Commercial		
	375.00	100	3	9/09	SU	06:09P	30	DFA12G102	375.00
				9/16	SU	06:09P	30	DFA12P092	375.00
				9/23	SU		30		Preempted 375.00-
Sun 630p ET / 530p CT NBC Nightly News							*WFLA :30 Commercial		
	1250.00	101	1	9/30	SU		30		Preempt P 1250.00-
Mon 10p ET / 9p CT Grimm							*WFLA :30 Commercial		
							*** Continued ***		

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
AGENCY COMMISSION 30,081.75
NET DUE 170,463.25

SUB-TOTALS Debits .00
Credits 18,925.00-
TOTAL RECONCILING 18,925.00CR

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Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama For America

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:120827040
WFLA
INVOICE NUMBER 0100032695
PAGE 3
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /1536
Desc: 06296520

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
1800.00	104	1	9/10	MO		30	.00	Preempt Program Change 1800.00-
Mon 10p ET / 9p CT Revolution					*WFLA	:30 Commercial		
1800.00	105	1	9/17	MO	10:20P	OFA12Z118	1800.00	
Tue 10p ET / 9p CT Parenthood					*WFLA	:30 Commercial		
1800.00	106	1	9/18	TU	10:30P	OFA12PO92	1800.00	
Fri 9p ET / 8p CT Grimm					*WFLA	:30 Commercial		
1700.00	107	2	9/07	FR	09:42P	OFA12G104	1700.00	
			9/14	FR	09:40P	OFA12PO92	1700.00	
Sat 9p ET / 8p CT Saving Hope					*WFLA	:30 Commercial		
650.00	108	2	9/08	SA			.00	Preempt Program Change 650.00-
			9/08	SA			.00	Preempt Program Change 650.00-
Sat 9p ET / 8p CT Chicago Fire					*WFLA	:30 Commercial		
650.00	109	1	9/29	SA			.00	Preempt Program Change 650.00-
Sun 815p ET / 715p CT NBC Sund					*WFLA	:30 Commercial		
5000.00	110	3	9/09	SU	11:41P	OFA12G104	5000.00	Sports Overrun
			9/16	SU	08:21P	OFA12PO92	5000.00	
			9/30	SU			.00	Preempted 5000.00-
M-Th, Su 430a News					*WFLA	:30 Commercial		
25.00	111	4	9/12	WE	04:41A	OFA12PO92	25.00	
			9/12	WE	04:57A	OFA12G104	25.00	
			9/13	TH	04:53A	OFA12PO92	25.00	
			9/13	TH	04:58A	OFA12G104	25.00	
25.00	112	8	9/18	TU	04:42A	OFA12Z118	25.00	
			9/18	TU	04:53A	OFA12Z118	25.00	
			9/19	WE	04:51A	OFA12PO92	25.00	
			9/20	TH	04:53A	OFA12Z118	25.00	
			9/25	TU	04:40A	OFA12A113	25.00	
			9/26	WE	04:42A	OFA12Z128	25.00	
			9/27	TH	04:52A	OFA12P130	25.00	
			9/27	TH	04:58A	OFA12Z128	25.00	
M-F 6a News					*WFLA	:30 Commercial		
700.00	115	1	9/12	WE	06:27A	OFA12PO92	700.00	
M-F 7a Today Show					*WFLA	:30 Commercial		
450.00	117	2	9/12	WE	08:29A	OFA12G104	450.00	
			9/13	TH	08:50A	OFA12PO92	450.00	
M-F 9a Today Show II					*WFLA	:30 Commercial		
275.00	119	2	9/12	WE			.00	Preempt S 275.00-
*** Continued ***								

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
AGENCY COMMISSION 30,081.75
NET DUE 170,463.25

SUB-TOTALS Debits .00
Credits 18,925.00-
TOTAL RECONCILING 18,925.00CR

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2012
INVOICE DATE 09/30/12 E:120827040
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PAGE 4
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /1536
Desc: 06296520

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 10a News			9/14	FR	09:57A	30	OFA12PO92	275.00	
	160.00	121 1			*WFLA		:30 Commercial		
	160.00	122 1	9/07	FR	10:16A	30	OFA12G102	160.00	
M-F 11a Daytime			9/13	TH	10:26A	30	OFA12G104	160.00	
	160.00	124 2			*WFLA		:30 Commercial		
M-F 12p Today Show III			9/12	WE	11:48A	30	OFA12G104	160.00	
	200.00	126 1	9/14	FR	11:30A	30	OFA12G104	160.00	
M-F 1p Days Of Our Lives					*WFLA		:30 Commercial		
	200.00	128 2	9/12	WE	01:45P	30	OFA12PO92	200.00	
M-F 2p Rachael Ray			9/14	FR	12:59P	30	OFA12PO92	200.00	
	125.00	130 4			*WFLA		:30 Commercial		
			9/12	WE	02:24P	30	OFA12G104	125.00	
			9/13	TH	02:21P	30	OFA12G104	125.00	
			9/14	FR		30		.00	Preempt S 125.00- pecial N ews Rpt
	125.00	131 8	9/14	FR	02:13P	30	OFA12G104	125.00	
			9/18	TU	02:44P	30	OFA12Z118	125.00	
			9/19	WE	02:17P	30	OFA12PO92	125.00	
			9/20	TH	02:26P	30	OFA12Z118	125.00	
			9/21	FR	02:19P	30	OFA12A113	125.00	
			9/25	TU	02:59P	30	OFA12A113	125.00	
			9/26	WE	02:59P	30	OFA12Z128	125.00	
			9/27	TH	02:35P	30	OFA12P130	125.00	
			9/28	FR	02:33P	30	OFA12P130	125.00	
M-F 3p Doctors					*WFLA		:30 Commercial		
	225.00	132 1	9/13	TH	03:38P	30	OFA12PO92	225.00	
M-F 4p Dr Oz					*WFLA		:30 Commercial		
	300.00	134 3	9/12	WE	04:43P	30	OFA12PO92	300.00	
			9/13	TH	04:14P	30	OFA12G104	300.00	
	300.00	135 6	9/14	FR	04:26P	30	OFA12G104	300.00	
			9/18	TU	04:56P	30	OFA12Z118	300.00	
			9/19	WE	04:55P	30	OFA12Z118	300.00	
			9/21	FR	04:56P	30	OFA12A113	300.00	
			9/25	TU	04:55P	30	OFA12A113	300.00	
			9/26	WE	04:20P	30	OFA12Z128	300.00	
			9/28	FR	04:56P	30	OFA12Z128	300.00	
M-F 5p News					*WFLA		:30 Commercial		
	900.00	136 3	9/12	WE	05:29P	30	OFA12G104	900.00	
			9/13	TH	05:12P	30	OFA12PO92	900.00	
			9/14	FR	05:21P	30	OFA12PO92	900.00	
M-F 530p News					*WFLA		:30 Commercial		
	450.00	138 4	9/12	WE	05:44P	30	OFA12PO92	450.00	
*** Continued ***									

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
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NET DUE 170,463.25

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0100032695 5 08/27/2012 - 09/3
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SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
			9/13	TH	05:45P	30	OFA12G104	450.00	
			9/13	TH	05:57P	30	OFA12P092	450.00	
			9/14	FR	05:53P	30	OFA12G104	450.00	
M-F 6p News					*WFLA	:30 Commercial			
1200.00	140	1	9/12	WE	06:22P	30	OFA12G104	1200.00	
M-F 7p News					*WFLA	:30 Commercial			
500.00	144	1	9/14	FR	07:13P	30	OFA12P092	500.00	
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
500.00	146	1	9/14	FR	07:46P	30	OFA12G104	500.00	
M-Su 11p News					*WFLA	:30 Commercial			
1250.00	148	2	9/13	TH	11:28P	30	OFA12G104	1250.00	
			9/15	SA	11:09P	30	OFA12P092	1250.00	
	625.00	149	9/25	TU		30		.00	Preempted 625.00-
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30 Commercial			
325.00	150	2	9/25	TU		30		.00	Preempted 325.00-
			9/25	TU		30		.00	Preempted 325.00-
Sat 9a News					*WFLA	:30 Commercial			
300.00	151	2	9/15	SA	09:22A	30	OFA12G104	300.00	
			9/22	SA	09:24A	30	OFA12A113	300.00	
Sat 7p Entertainment Tonight					*WFLA	:30 Commercial			
650.00	152	2	9/15	SA	07:54P	30	OFA12G104	650.00	
			9/29	SA	07:51P	30	OFA12Z128	650.00	
Sun 8a Today Show					*WFLA	:30 Commercial			
1100.00	153	3	9/16	SU	08:25A	30	OFA12P092	1100.00	
			9/23	SU	08:28A	30	OFA12A113	1100.00	
			9/30	SU	08:21A	30	OFA12Z128	1100.00	
Sun 630p ET / 530p CT NBC Nightly News					*WFLA	:30 Commercial			
5000.00	154	3	9/16	SU		30		.00	Preempt Advertiser Request 5000.00-
			9/23	SU	06:59P	30	OFA12A113	5000.00	
			9/30	SU	06:51P	30	OFA12Z128	5000.00	
M-Th, Su 430a News					*WFLA	:30 Commercial			
25.00	155	2	9/17	MO	04:53A	30	OFA12P092	25.00	
			9/24	MO	04:52A	30	OFA12A113	25.00	
M-F 9a Today Show II					*WFLA	:30 Commercial			
275.00	156	2	9/17	MO	09:56A	30	OFA12P092	275.00	
			9/24	MO	09:57A	30	OFA12A113	275.00	
M-F 2p Rachael Ray					*WFLA	:30 Commercial			
125.00	157	3	9/10	MO	02:33P	30	OFA12G102	125.00	
			9/17	MO	02:49P	30	OFA12Z118	125.00	
			9/24	MO	02:51P	30	OFA12A113	125.00	
M-F 530p News					*WFLA	:30 Commercial			
450.00	159	3	9/10	MO	05:42P	30	OFA12G102	450.00	
			9/17	MO	05:56P	30	OFA12P092	450.00	
			9/24	MO	05:57P	30	OFA12A113	450.00	
M-F 5a News					*WFLA	:30 Commercial			
*** Continued ***									

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ D/ President
PROD: Obama For America

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:120827040
WFLA
INVOICE NUMBER 0100032695
PAGE 6
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: . / . /1536
Desc: 06296520

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
	150.00	161 1	9/12	WE	05:29A	30 OFA12P092	150.00	
	150.00	162 2	9/20	TH	05:29A	30 OFA12Z118	150.00	
			9/25	TU	05:27A	30 OFA12A113	150.00	
M-F 530a News					*WFLA	:30 Commercial		
	250.00	163 1	9/12	WE	05:51A	30 OFA12G104	250.00	
	250.00	164 2	9/19	WE	05:52A	30 OFA12P092	250.00	
			9/28	FR	05:58A	30 OFA12P130	250.00	
M-F 6a News					*WFLA	:30 Commercial		
	1450.00	165 4	9/18	TU	06:21A	30 OFA12Z118	1450.00	
			9/21	FR	06:09A	30 OFA12A113	1450.00	
			9/25	TU	06:21A	30 OFA12A113	1450.00	
			9/28	FR	06:53A	30 OFA12Z128	1450.00	
M-F 7a Today Show					*WFLA	:30 Commercial		
	900.00	167 1	9/07	FR	07:29A	30 OFA12G102	900.00	
M-F 9a Today Show II					*WFLA	:30 Commercial		
	550.00	168 4	9/18	TU	09:56A	30 OFA12Z118	550.00	
			9/21	FR	09:57A	30 OFA12A113	550.00	
			9/26	WE	09:57A	30 OFA12Z128	550.00	
			9/28	FR	09:51A	30 OFA12Z128	550.00	
M-F 10a News					*WFLA	:30 Commercial		
	160.00	170 4	9/18	TU	10:16A	30 OFA12P092	160.00	
			9/20	TH	10:25A	30 OFA12Z118	160.00	
			9/26	WE	10:18A	30 OFA12Z128	160.00	
			9/28	FR	10:26A	30 OFA12Z128	160.00	
M-F 11a Daytime					*WFLA	:30 Commercial		
	160.00	172 4	9/18	TU	11:48A	30 OFA12Z118	160.00	
			9/20	TH	11:10A	30 OFA12Z118	160.00	
			9/25	TU	11:36A	30 OFA12A113	160.00	
			9/28	FR	11:36A	30 OFA12P130	160.00	
M-F 12p Today Show III					*WFLA	:30 Commercial		
	200.00	173 4	9/18	TU	12:52P	30 OFA12Z118	200.00	
			9/20	TH	12:29P	30 OFA12Z118	200.00	
			9/25	TU	12:51P	30 OFA12A113	200.00	
			9/28	FR	12:52P	30 OFA12Z128	200.00	
M-F 1p Days Of Our Lives					*WFLA	:30 Commercial		
	400.00	175 4	9/19	WE	12:58P	30 OFA12Z118	400.00	
			9/21	FR	01:59P	30 OFA12A113	400.00	
			9/25	TU	01:59P	30 OFA12A113	400.00	
			9/27	TH	01:46P	30 OFA12Z128	400.00	
M-F 3p Doctors					*WFLA	:30 Commercial		
	450.00	177 4	9/18	TU	03:55P	30 OFA12P092	450.00	
			9/20	TH	03:54P	30 OFA12Z118	450.00	
			9/26	WE	03:52P	30 OFA12Z128	450.00	
			9/28	FR	03:20P	30 OFA12P130	450.00	
M-F 5p News					*WFLA	:30 Commercial		
	900.00	179 8	9/18	TU	05:29P	30 OFA12Z118	900.00	
			9/19	WE	05:23P	30 OFA12Z118	900.00	
*** Continued ***								

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
AGENCY COMMISSION 30,081.75
NET DUE 170,463.25

SUB-TOTALS Debits .00
Credits 18,925.00-
TOTAL RECONCILING 18,925.00CR

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2012
INVOICE DATE 09/30/12 E:120827040
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032695
PAGE 7
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/03/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /1536
Desc: 06296520

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 530p News	900.00	181 8	9/20	TH	05:11P	30	OFA12Z118	900.00
			9/21	FR	05:23P	30	OFA12A113	900.00
			9/25	TU	05:14P	30	OFA12A113	900.00
			9/26	WE	05:23P	30	OFA12Z128	900.00
			9/27	TH	05:23P	30	OFA12P130	900.00
			9/28	FR	05:24P	30	OFA12P130	900.00
			*WFLA :30 Commercial					
			9/18	TU	05:46P	30	OFA12P092	900.00
			9/19	WE	05:44P	30	OFA12P092	900.00
			9/20	TH	05:58P	30	OFA12Z118	900.00
M-F 6p News	1200.00	183 4	9/21	FR	05:56P	30	OFA12A113	900.00
			9/25	TU	05:44P	30	OFA12A113	900.00
			9/26	WE	05:46P	30	OFA12Z128	900.00
			9/27	TH	05:52P	30	OFA12Z128	900.00
			9/28	FR	05:53P	30	OFA12Z128	900.00
			*WFLA :30 Commercial					
			9/19	WE	06:18P	30	OFA12Z118	1200.00
			9/21	FR	06:17P	30	OFA12A113	1200.00
			9/25	TU	06:17P	30	OFA12A113	1200.00
			9/28	FR	06:29P	30	OFA12Z128	1200.00
M-F 630p ET / 530p CT NBC Night	5000.00	186 2	*WFLA :30 Commercial					
			9/20	TH	06:59P	30	OFA12Z118	5000.00
M-F 7p News	1000.00	187 2	9/28	FR	06:59P	30	OFA12P130	5000.00
			*WFLA :30 Commercial					
M-F 730p Entertainment Tonight	1000.00	188 4	9/18	TU	07:12P	30	OFA12Z118	1000.00
			9/27	TH	07:14P	30	OFA12Z128	1000.00
M-F 730p Entertainment Tonight	1000.00	188 4	*WFLA :30 Commercial					
			9/19	WE	07:54P	30	OFA12Z118	1000.00
M-F 730p Entertainment Tonight	1000.00	188 4	9/21	FR	07:54P	30	OFA12A113	1000.00
			9/25	TU	07:55P	30	OFA12A113	1000.00
M-Su 11p News	1250.00	190 6	9/27	TH	07:56P	30	OFA12P130	1000.00
			*WFLA :30 Commercial					
M-F 1135p ET / 1035p CT Tonight	650.00	192 1	9/19	WE	11:00P	30	OFA12Z118	1250.00
			9/20	TH	11:23P	30	OFA12Z118	1250.00
M-F 1135p ET / 1035p CT Tonight	1300.00	193 4	9/21	FR	11:33P	30	OFA12A113	1250.00
			9/25	TU	11:12P	30	OFA12A113	1250.00
M-F 1135p ET / 1035p CT Tonight	1300.00	193 4	9/26	WE	11:24P	30	OFA12Z128	1250.00
			9/28	FR	11:21P	30	OFA12Z128	1250.00
M-F 1135p ET / 1035p CT Tonight	650.00	192 1	*WFLA :30 Commercial					
			9/14	FR	11:58P	30	OFA12G104	650.00
M-F 1135p ET / 1035p CT Tonight	1300.00	193 4	9/18	TU	12:30A	30	OFA12Z118	1300.00
			9/21	FR	12:30A	30	OFA12A113	1300.00
M-F 1135p ET / 1035p CT Tonight	1300.00	193 4	9/26	WE	11:47P	30	OFA12Z128	1300.00
			9/27	TH	12:09A	30	OFA12Z128	1300.00
Sat 12p News	75.00	196 2	*WFLA :30 Commercial					
			9/15	SA	12:17P	30	OFA12P092	75.00
Sat 12p News	75.00	196 2	9/22	SA	12:30P	30	OFA12A113	75.00
			*** Continued ***					

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
AGENCY COMMISSION 30,081.75
NET DUE 170,463.25

SUB-TOTALS Debits .00
Credits 18,925.00-
TOTAL RECONCILING 18,925.00CR

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REF#: . / . /1536
Desc: 06296520

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
Sat 6p News									
	350.00	197	1	9/15	SA	06:11P	30	0FA12G104	350.00
	700.00	203	1	9/22	SA	06:15P	30	0FA12A113	700.00
Sat 1130p ET / 1030p CT Saturday									
	1200.00	204	2	9/22	SA	12:59A	30	0FA12A113	1200.00
				9/29	SA	12:42A	30	0FA12Z128	1200.00
Sun 9a News									
	300.00	205	2	9/23	SU	09:59A	30	0FA12A113	300.00
				9/30	SU	09:37A	30	0FA12Z128	300.00
Sun 6p News									
	750.00	206	2	9/23	SU	06:15P	30	0FA12A113	750.00
				9/30	SU	06:58P	30	0FA12P130	750.00
Mon 10p ET / 9p CT Revolution									Sports
	3600.00	207	1	9/24	MO	10:35P	30	0FA12A113	3600.00
Tue 10p ET / 9p CT Parenthood									Overrun
	3600.00	208	1	9/25	TU	10:31P	30	0FA12A113	3600.00
Fri 9p ET / 8p CT Grimm									
	3400.00	209	2	9/21	FR	09:18P	30	0FA12A113	3400.00
				9/28	FR	09:37P	30	0FA12Z128	3400.00
Sun 815p ET / 715p CT NBC Sunday									
	10000.00	210	2	9/23	SU	08:18P	30	0FA12A113	10000.00
				9/30	SU	08:21P	30	0FA12P130	10000.00
M-F 7a Today Show									
	900.00	211	6	9/18	TU	08:56A	30	0FA12Z118	900.00
				9/19	WE	08:29A	30	0FA12Z118	900.00
				9/20	TH	08:40A	30	0FA12Z118	900.00
				9/25	TU	08:26A	30	0FA12A113	900.00
				9/26	WE	08:29A	30	0FA12Z128	900.00
				9/27	TH	07:21A	30	0FA12Z128	900.00
Mon 8-10p ET / 7-9p CT Voice									
	9000.00	213	1	9/24	MO	08:42P	30	0FA12A113	9000.00
M-F 6a News									
	700.00	214	1	9/18	TU	06:30A	30	0FA12P092	700.00
M-F 12p Today Show III									
	200.00	215	1	9/21	FR	12:51P	30	0FA12A113	200.00
M-F 6p News									
	1200.00	216	1	9/18	TU	06:23P	30	0FA12Z118	1200.00
Thu 9p ET / 8p CT Office									
	4800.00	217	1	9/27	TH	09:21P	30	0FA12Z128	4800.00
M-F 4p Dr Oz									
	600.00	218	1	9/21	FR	04:22P	30	0FA12A113	600.00
Total Airtime Gross Spot Revenue:				200,545.00					

PERIOD COST 219,470.00

227 Total Units
ACTUAL GROSS BILLING 200,545.00
AGENCY COMMISSION 30,081.75
NET DUE 170,463.25

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